

MEMORANDUM

To: Health Connector Board of Directors
Cc: Louis Gutierrez, Executive Director
From: Vicki Coates, Chief Operating Officer & Jen Bullock, Director of Member Services
Date: August 7, 2015
Re: Customer Interaction Centers (CICs)

BACKGROUND

The Health Connector is preparing for the upcoming Open Enrollment period. The Open Enrollment period (November 1, 2015 – January 31, 2016) is the time of year when individuals can apply for and enroll in health insurance without needing a qualifying event (such as marriage, divorce, birth/adoption of a child, etc.). It is also the time during which members enrolled in coverage through the Health Connector can shop for and switch plans for any reason.

The Health Connector is seeking to expand opportunities to service our membership beyond the call center and the website through additional walk in centers in regions with either the highest concentration of our current members or the highest uninsured rates, or both, where they align.

Customer Interaction Centers (CICs)– Scope of FY2016 Budget Request

The scope of this budget request is to implement four new walk-in CICs, including one new permanent site in Springfield and three new “pop-up” sites near the New Bedford, Brockton and Lowell areas of the state. These “pop-up” sites will operate exclusively during the Open Enrollment period, while the Springfield site would be a permanent year-round location. The scope of work for the permanent and temporary CICs includes infrastructure set-up and maintenance, including, but not limited to: rent, computers, office furniture, signage, supplies, etc. The scope also includes staffing costs for Customer Service Representatives (CSRs), Supervisors (one per site/team) and a Walk-in Center Manager.

The Health Connector is also seeking to convert the existing Boston walk-in center into a CIC. The goal is to increase efficiency, access and comfort in the existing Boston location by expanding the physical capacity to better meet the volume demands, adding new “self-help” and “bring your own device” kiosks, and adding new semi-private areas for individuals to gain assistance from a CSR in answering coverage inquiries.

KEY TERMS

This budget request provides for costs associated with infrastructure set-up and maintenance of CICs and conversion of the Boston walk-in center into a CIC. It also provides for staffing and local travel costs associated with additional CSR, Supervisor and Management staff required to cover the four new CIC locations.

For the new CICs (in areas such as the Western, Southeast and Northeast parts of the Commonwealth), the Health Connector is also actively seeking opportunities to co-locate with MassHealth and Community Health Centers to the extent possible. As a result, we expect actual costs for infrastructure set-up and maintenance will be substantially reduced relative to budget.

The staffing costs will use the current rate card which is included in the overall Customer Service and Business Operations contract with Dell Marketing, LLP.

The budget for both infrastructure set-up and maintenance and staffing will not exceed \$2.26M.

BOARD RECOMMENDATION

We recommend that the Health Connector be authorized to proceed with a budget to implement CICs, and a Boston walk-in center redesign, as described in this memorandum, for an amount not to exceed \$2.26M for infrastructure set-up and maintenance and Dell staff from the period of August 13, 2015 through August 31, 2016. The cost for this work effort is included in the FY16 Administrative Budget that was approved by the Board of Directors on July 9, 2015.